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Media release

The Warehouse Group provides free period products for staff and expands product donation scheme



Image caption: The Warehouse Group; encompassing The Warehouse, Warehouse Stationery, Noel Leeming, Torpedo7, 1-Day and themarket.com will begin providing free period products in team bathrooms across its stores, distribution centres and support office locations. [For more high-res images, click here.](#)

The Warehouse Group has gone a step further in its efforts to enable period product access in New Zealand.

From today, the retailer which employs 11,000 staff around the country, will provide free pads in team member bathrooms across its network of stores, distribution centres and support office locations.

The Warehouse Group Chief Product Officer, Tania Benyon says its commitment to period product access and period equity starts with its team.

“Our team should have the same access to period products in the workplace just as they would any other basic bathroom necessity.”

“We know people can get caught out without products while at work, which can lead to feelings of

unease, embarrassment and even shame. We hope that through providing period products in team bathrooms, we can help to eliminate any anxiety surrounding menstruation.”

In parallel, the Group is also extending its trial of period product customer donation bins in The Warehouse stores in partnership with The Period Place. The initiative sees a further sixteen locations equipped with donation bins, including for the first time, stores in the South Island.

The move follows the launch of The Warehouse’s affordable \$1 range of period products in 2019. To reach those that need it most, the retailer donates one product for every ten sold to The Period Place and Women’s Refuge. More than 65,000 period products have been donated to date.

Nationally representative research conducted with The Group’s charity partner, The Period Place, showed a third of those surveyed had missed work or school due to access issues.

“Every day, the stigma around periods and a lack of access to period products can stop people from living their lives.

“Through a trial of customer donation bins with The Period Place in ten of our stores last year, we were able to reach those in the community in need of products and education. What we saw was how much our customers wanted to get behind the cause too, and we’re pleased to now be introducing donation bins to sixteen more stores with six in the North Island and ten in the South Island,” says Benyon.

Alongside the donated products is educational material from The Period Place about period cycles and types of period products available.

The Period Place co-founder and CEO, Danika Revell says, "It's been twelve months since we first reached out to The Warehouse to help champion our kaupapa of Aotearoa reaching period equity by 2030, and we've achieved a lot - tens of thousands of stigma reducing conversations have been facilitated, thousands of period products have gone to people in every region of the country, and most importantly, a lasting, impactful and committed partnership has been formed.

“We’re so proud to see The Warehouse continue to focus inward to ensure that their people and communities are supported with free period products at work, in every The Warehouse Group store, and around Aotearoa, and we're looking forward to being able to reach more communities nationally, particularly in the South Island, with the expansion of our period product donation bin programme with The Warehouse.”

The additional stores bring the total number of The Warehouse stores involved in the customer donation programme to 26. The new stores are Ormiston (Auckland), Taupo, Rotorua, Napier, Gisborne, Tory Street (Wellington), Nelson, Blenheim, Belfast (Christchurch), Ashburton, Timaru, Oamaru, Dunedin, Greymouth, Queenstown and Invercargill.

The initial ten stores included Kaitaia and Kaikohe in Northland; Manukau, Clendon, Royal Oak and Lunn Ave in Auckland and Te Rapa, Hamilton, Cambridge and Morrinsville in Waikato.

Education is a key part of this initiative and The Warehouse and The Period Place have launched a free educational podcast available on The Warehouse’s *Period Portal* site on thewarehouse.co.nz. The series, hosted by Tegan Yorwarth and Period Place co-founder Danika Revell, covers a range of topics with guest speakers and aims to provide period education and reduce period stigma.

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Notes to Editor

Key Insights

A survey of 1000 menstruators around New Zealand, revealed the following:

- 41% said they had experienced period poverty at some point in their life
- A third of those surveyed had missed work or school due to access issues
- More than half were afraid of leaks and people knowing they had their period
- 22% of those surveyed felt ashamed talking about their period

**Research commissioned by The Warehouse and The Period Place through BIJOU Consulting. Surveyed 1000 participants across New Zealand from 18 November 2020 – January 2021.*

In 2019, researchers from four universities collaborated to survey over 7,700 students in New Zealand. The results provided, for the first time, a nationally representative picture of the scale of the problem which showed:

- 12 % of year 9 to 13 students who menstruate reported difficulty accessing product due to cost
- 8% of students who menstruated reported missing school due to the lack of menstrual items. In decile one schools, over 21% of those who had their period had missed school, with 14% missing school more than one day every month
- Maori and Pasifika students are disproportionately impacted

**Youth19 survey*

About the customer donation programme

Customers can donate any new period products at 26 The Warehouse stores across New Zealand. New products collected in the boxes, either purchased at The Warehouse or elsewhere, are donated through The Period Place to local community groups who support people with barriers to access - such as cost, vulnerable living situations, or quality education.

Education is a key part of supporting period product access and removing the stigma that surrounds periods. Alongside the donated products is educational material from The Period Place about period cycles and types of period products available.

About The Period Place

The Period Place works at the critical intersection of menstruators and their needs by creating sustainable change for them, their whānau, and their communities. Since 2017, they've been advocating for change around periods within individuals, communities and government through their three pillars of intervention: Conversation, Education and Access. Their mission is to make Aotearoa New Zealand the first country in the world to achieve period equity, by 2030.

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For more information, please contact our Corporate Communications team:

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About The Warehouse Group: